



**Missouri Travel Barometer  
October 2014 Report  
(Data available as of 11/12/14)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health.

**October Report Highlights**

**Lodging Statistics: 2014 Calendar Year to Date through September**

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR and RevPAR while other states are showing strong growth in Occupancy and Demand.

**Missouri Lodging:**

Demand up 4.6% -- Occupancy up 4.8% -- ADR up 5.4% -- RevPAR up 10.3%

**SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through August**

- For FY14, a 4.7% (\$518.1 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports.
- In CY14, a 4.6% increase (\$344.5 million) is indicated from preliminary reports on 17 SICs for January through August

**Website Visits: 2014 Calendar Year to Date through October**

- Total web visits (main site and mobile visits) were up 26.1% for Oct CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits) were up 18.9% for Oct 2014 compared to Oct 2013

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through October**

- 103,819 for 2014 CYTD – an decrease of 31.7% due to an one time addition of 61K Conservationist leads in April 2013
- For the month of October only compared to last October, there was a 61% increase

**Welcome Center visits: 2014 Calendar Year to date through October**

- For CYTD 2014 through October, the centers are up 13% compared to the same period in 2013
- For the month of October only compared to last October, there was a 1.2% decrease

**Commercial airport deplanements: 2014 Calendar Year to Date**

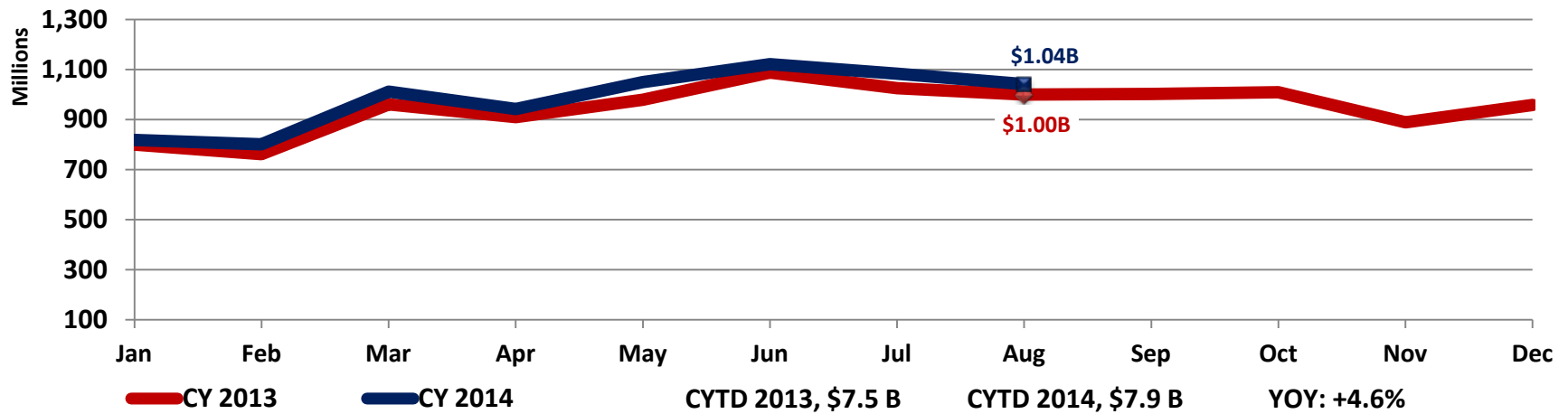
- KC up 4.3% for Jan-Sept 2014 CYTD
- St. Louis down 1.4% for Jan-Sept 2014 CYTD
- All airports up 0.1% for Jan-July CYTD

**nSight-Searches and Bookings on third-party travel websites**

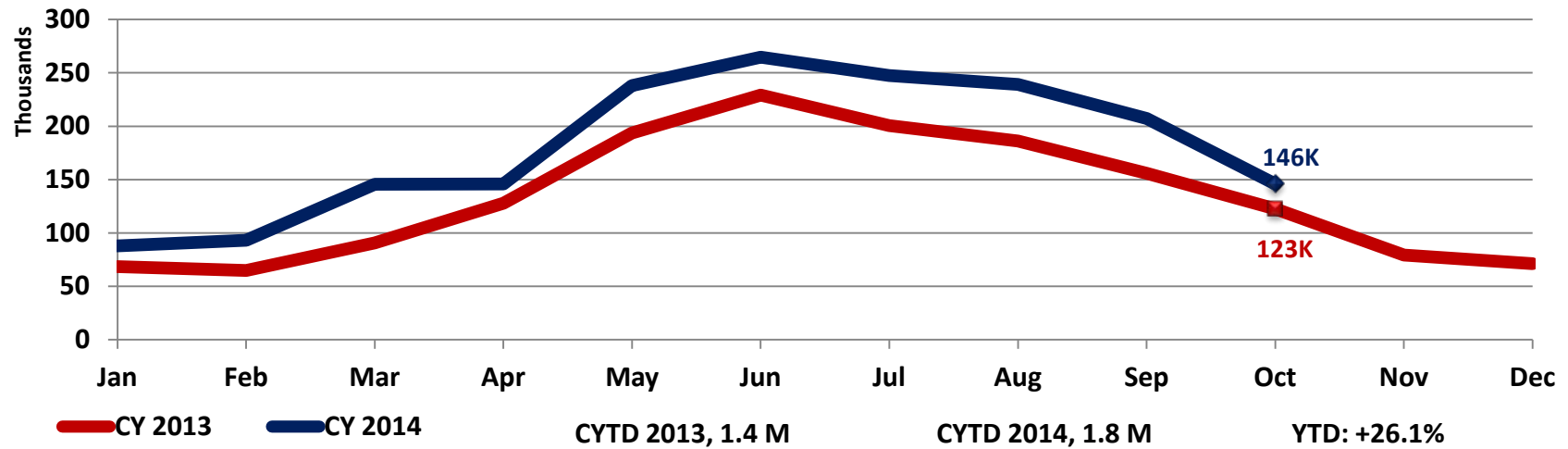
- Demand for travel to Missouri across third-party sites was **up 20.1%** in October (MOM)
- Top Converting (Booking) Markets (outside of MO) are New York, Los Angeles, Chicago, and Boston
- The Southeast region is generating the majority of interest for Missouri and its competitor markets for October-November with 29% of looks and 23% of books; the Mideast USA is 2<sup>nd</sup> in bookings with 20%

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

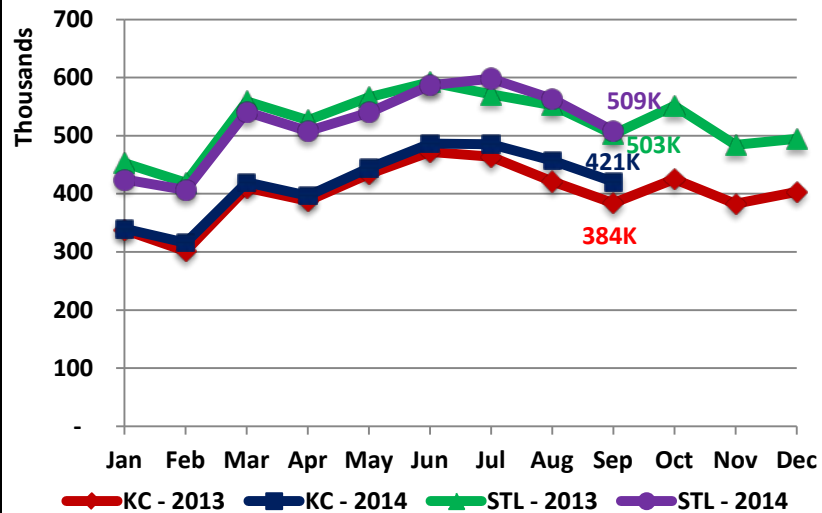
### Sales Revenue from 17 Tourism SICs



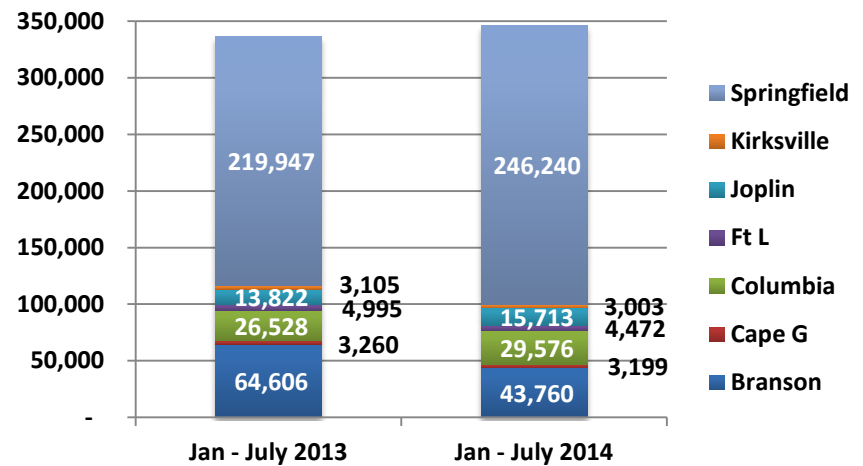
### Total Web Visits



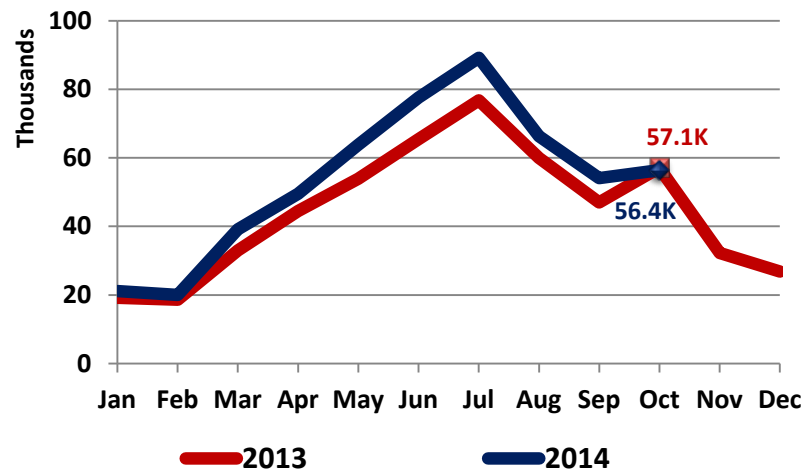
### KC & STL Airport Deplanements



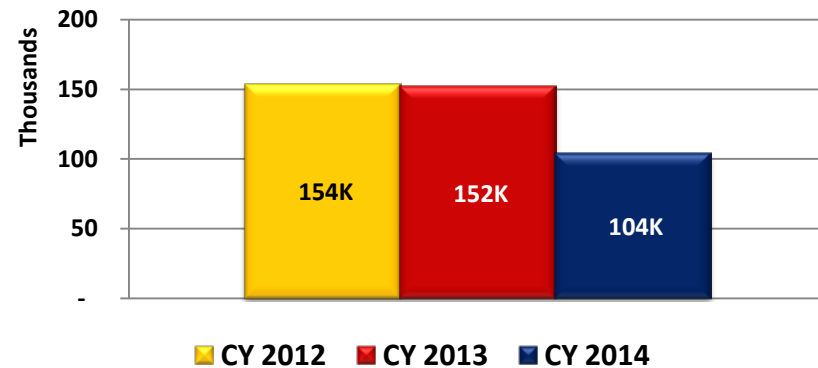
### All Other Airport Deplanements January - July



### Welcome Center Visitors



### CYTD Responses thru October



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.